

MC GILL WEB POLICY (v 0.7)

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INTRODUCTION

The University has as its mission "the advancement of learning through teaching, scholarship and service to society." The Web should be used as a means to promote and enhance the mission of the University, and to develop relationships with each and every McGill constituent, prospective and current students, potential and current faculty, staff, alumni, and friends of the University.

McGill's Web should provide useful information, encourage interaction amongst the University's diverse constituents, and create enthusiasm and a sense of community for the University and its activities.

SCOPE

This policy applies to all McGill Web users, including all prospective, current and former students and employees who author Web pages on the McGill University system or host them on servers owned by McGill University.

POLICY STATEMENT

1 LEGAL

- 1.1 All information published on McGill University web pages must comply with University policies, regulations, licensing agreements, intellectual property rights, and [copyright law](#) as well as federal and provincial law.
- 1.2 No web page may contain any copyrighted or trademarked material without permission except as permitted by law. The [McGill Administrative Handbook](#) should be consulted in this regard.

- 1.3 The **University Secretariat** maintains electronic versions of McGill University policies and regulations.
- 1.4 Any violation of this policy may be prosecuted in conformity with the relevant University policy or the relevant court of law or both.

2 SECURITY

- 2.1 Official McGill University web material must be hosted on secure and reliable servers. Back-up procedures are essential. Furthermore, departments, administrative offices and other units may not publish official web pages from an individual's personal computer.
- 2.2 Web administrators must be alert, up-to-date on network security issues, and well-informed about security risks. A lack of vigilance can introduce multiple risks.
- 2.3 It is the responsibility of all web server administrators and the persons to whom they report to safeguard McGill's web space.

3 ADVERTISING

- 3.1 Commercial activity, messages and advertising on McGill University web pages are subject to the same policies and regulations that govern other aspects of academic, administrative and student activities.
- 3.2 McGill University web pages should be created to support the academic mission and administrative functions of the University. Advertisements, commercial activities and personal business are not considered acceptable material for McGill web sites. Sharing links solely for promotional purposes between University and commercial web pages is not permitted.
- 3.3 Within the policy of the Development and Alumni Relations Office, which coordinates the University's fundraising activities, web pages may acknowledge the active sponsorship of corporations or individuals for continuing programs, grants, contracts, specific events or gifts.
- 3.4 McGill University does not compete against the private sector and therefore does not permit the hosting of official web pages for external organizations which do not support the academic mission and administrative functions of the University.
- 3.5 Non-university fundraising may not be conducted on any web page owned by McGill University or hosted on the University's network without permission from the Office of the Vice-Principal (Information Systems and Technology).

4 PERSONAL WEB PAGES

- 4.1 Individual students, staff and faculty who are members of the community and who wish to publish a personal home page and list that page on an institutional directory may do so but that page must be linked to and sponsored by a University unit's home page collection.
- 4.2 The University reserves the right to set standards for the content of pages stored on a University server. The University may also set limits on resources available for personal

home pages, for example on network bandwidth utilized. Authors of home pages are encouraged to follow the guidelines and standards of the University regarding page design, organization and editorial style.

- 4.3 The content, including links, of all pages must comply with all University charters, codes, regulations and policies and respect intellectual property rights.
- 4.4 All personal home pages must include the name and e-mail address of the person responsible for the content of the page, the name of the unit publishing the home page, the date of the last update, and a return link to the McGill University Home Page.
- 4.5 The homepage of all personal page collections must contain the following disclaimer: "The content of this page is the responsibility of the author and has not been reviewed or approved by McGill University, nor should the opinions or statements expressed herein be taken as a position or endorsement of McGill University."
- 4.6 Personal pages on University servers may not be used to promote personal business or to provide personal financial gain.
- 4.7 Advertising is not permitted on personal home pages.
- 4.8 Compliance with all applicable local, provincial, and federal policies, regulations and laws is mandatory.
- 4.9 Any violation of this Policy may be prosecuted in conformity with the relevant University policy (Code of Student Conduct, personnel policies, etc.) and the principle of fundamental justice. Failure to comply may include withdrawal of Web privileges and removal of the personal home page and any reference to it on University equipment.

5 WEB PAGES OF UNITS AND ORGANIZATIONS

- 5.1 The University provides web hosting services for the following units and organizations within the University's community:
 - 5.1.1 Academic units, including research centres and institutes
 - 5.1.2 Administrative units, including ancillary services
 - 5.1.3 Student services
 - 5.1.4 University-recognized student, staff and faculty organizations that possess a formal contract and letter of agreement with McGill
- 5.2 These units may sponsor special purpose sites published by an individual or group on the McGill campus. These sponsored sites must contribute to [institutional goals](#) of teaching, research or service.
- 5.3 All of the policies described under Personal Web Pages apply to unit and organizational web pages, with the following exception:
 - 5.3.1 Unit and organization web pages, with the exception of pages by University-recognized student, staff and faculty organizations, are considered to be official communications that have been approved and that are fully endorsed by McGill University. As such, these pages should not have a disclaimer stating otherwise.

5.3.2 Units and organizations are responsible for ensuring that their content and all sponsored content conforms to official University policy.

6 ACCESSIBILITY

6.1 McGill University web pages should be accessible to all.

6.2 Pages should conform to the accessibility standards used by the Canadian Federal government for barrier free web page design. Priority 1 and 2 requirements from the [Web Content Accessibility Guidelines 1.0](#) should be used as checkpoints for existing and future university web pages.

6.3 These standards and guidelines are based on existing international standards maintained by the [World Wide Web Consortium \(W3C\)](#).

6.4 Contact information for each University web site should be accessible for users who are having difficulty viewing pages.

6.5 The University maintains information about [accessible web design](#) and validation tools.

7 WEB STANDARDS AND RESOURCES

7.1 Responsible use of the Web requires respect for:

7.1.1 the privacy of personal data, e.g., do not publish student names and email addresses without prior written permission

7.1.2 the University's policies regarding all forms of harassment

7.1.3 all pertinent licenses, copyrights and contracts

7.1.4 any relevant law governing the use of information technology

7.2 Maintenance and timeliness

7.2.1 A well-maintained site with current information is essential to the overall professionalism of the material published at McGill.

7.2.2 Information publishers should optimize the "live" nature of the web by regularly providing new information or by updating existing information.

7.3 Minimal contact information required for each site

7.3.1 the name and e-mail address of the person responsible for the content of the site

7.3.2 the name of the unit publishing the home page

7.3.3 the date of the last update

7.3.4 a return link to the McGill University Home Page

7.3.5 a link to the relevant faculty site if the site belongs to a department, centre or institute

7.4 Duplication of information

- 7.4.1 The duplication of information is discouraged. Instead, eliminate repetition and ensure accuracy by creating a link to the original document. If you do reproduce content created by another person, respect all copyright and trademark regulations.
- 7.5 Resources for publishing on the web
 - 7.5.1 The University encourages all units to use the central web publishing services of the University. The University's Web Publishing System is a centrally funded service that offers all official units a professional and secure environment in which they can create, test, publish and maintain web pages and information.
 - 7.5.2 Units that opt to develop independently designed sites are also entitled to use the central web hosting services of the University. Scripting and database support are also available.
 - 7.5.3 All web sites at McGill must conform to basic standards of corporate identity as defined in the [Policy on Use of Wordmark and Insignia of McGill University](#) published by the Secretariat, and the University's [web publishing guide](#) available on the McGill University Home Page.
 - 7.5.4 Any unit that chooses to operate and maintain its own web server must respect and conform to guidelines governing security and reliability. Security must apply not only to the individual server, but also to the entire McGill network. Under no circumstance can an individual server be allowed to compromise the McGill network.

8 ARCHIVES

- 8.1 McGill University's obligation to archives and records management under Quebec legislation applies to University web sites and documentation supporting the sites, regardless of format. Web sites including but not limited to calendars, course and program descriptions, policies and procedures, reports, minutes, newsletters, newspapers, research data and documents reflecting teaching and research may have enduring value for operational, research and historical purposes.
- 8.2 Academic and administrative units should consult the [McGill University Archives](#) regarding the application of the University retention schedule to their web sites and support documentation.

RELATED POLICIES

- 1. [Code of Conduct for computer users](#)
- 2. [Policy on Use of the Wordmark and Insignia of McGill University](#)
Strict regulations govern the use of the McGill insignia. All inquiries or requests for use of the coat of arms should be addressed to the [Secretariat](#) by email.
- 3. The [University Secretariat](#) maintains electronic versions of McGill University policies and regulations.

QUESTION AND CONFLICT RESOLUTION

Questions concerning the interpretation of this policy should be directed to the Office of the Deputy Provost and Chief Information Officer.

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APPROVAL PROCESS

Approval Step	Action Required	Date Completed	Version Number
SC-IST Standing Committee on the Web	Draft	2002-2003	0.1
Office of the Deputy Provost and CIO	Review	Aug 2002	0.2
IST Directors	Review	14/02/03	0.3
Senate Committee on IST (SC-IST)	Review, approve	21/02/03	0.4
University Legal Office	Review, approve	May 03	0.5
P/VP	Review, Approve	Planned	0.6
Senate	Review, approve	Planned	0.7
Office of the Deputy Provost and CIO	Publish official policy		1.0